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Sept 2005 1913

September 29th, 1913

J. E. Ritchie, Esq.,
Secretary,
Engineering Society.

Dear Mr. Ritchie:

I have had a conversation with Mr. Moure about the Organ Recitals. Both he and I regret very much that it seems impossible to change the date for the Organ Recitals. Any other day in the week would conflict with the arrangements of the University. Monday is an almost impossible day for it; Tuesday and Wednesday are taken up with the World History course and with meetings of the Board; Friday is also a day constantly occupied by meetings, and Saturday is out of the question. Also, for this year Mr. Moure tells me arrangements have already been made, and it will be impossible for him to change them.

Would you find it practicable to put your meetings on another Wednesday, or possibly to change to Tuesday or Thursday? I know how difficult it is to arrange a time-table, but it seems a great pity that the members of the Engineering Society cannot be present at the Organ Recitals. I should think that the Faculty would be glad to do anything to make it possible.

With kind regards, I am,

Yours sincerely,

President.

APPLIED



SCIENCE

THE UNIVERSITY OF TORONTO ENGINEERING SOCIETY, PUBLISHERS

ENGINEERING BUILDING,

UNIVERSITY OF TORONTO

TORONTO, CANADA, Nov. 6th, 1913

President Falconer,

University of Toronto.

Dear Sir:-

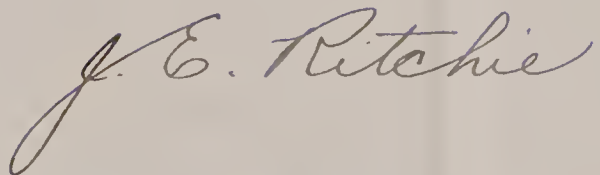
In compliance with your request a few days ago we beg to write you regarding advertising in "Applied Science". We enclose herewith a copy of the University ad. submitted by the Superintendent for publication in our Journal. We will be very much obliged if you will return it with your approval, or with any changes which you would advise.

"Applied Science" has been increased from 6 issues to 12 issues per year but our share of the appropriation of the University for advertising still remains \$20. as before.

By referring to page 97 of the report of the Board of Governors for the year ending June 30th, 1912, I think you will recognize that we ^{do} ~~did~~ not get the proportion of the money spent on advertising which we merit, taking into consideration the value of the various University Journals and the extent of their circulation. While we recognize that the University does not advertise a great deal for the mere purpose of advertising, yet, we feel that "Applied Science" reaching as it does nearly all the libraries in Canada and many in the United States is of great value in keeping the University

in the minds of the public. "Applied Science" is not sufficiently strong financially to carry this advertisement at a loss as it is now doing and we would appreciate very much any attention you can give this matter.

Yours respectfully,

A handwritten signature in cursive script, reading "J. E. Ritchie". The signature is written in dark ink and is positioned above the typed name.

Managing Editor.

J. C. Ritchie, Esq.,

November 11th, 1913

Managing Editor, "Applied Science".

Dear Mr. Ritchie:

I have referred your letter with regard to advertising to the Superintendent, who has this matter under his direct oversight. He has told me that he has returned the advertisement with the suggested changes to meet your desires.

I quite realise that the amount which is assigned to "Applied Science" for advertising purposes is very small. There are two other factors that have to be taken into consideration. The advertising of the Faculty of Applied Science is brought before our constituency in all our other journals, and we give two advertisements to two distinctly professional journals, "The Canadian Mining Journal" and "The Canadian Engineer".

I may say also that while the contribution in itself is very small the University actually does help the Engineering Society by giving it free the use of its quarters for conducting the business of the Society. This way in some sense be looked upon as a help supplementing the advertising.

As I mentioned to you before the Governors have limited strictly the amount of advertising, and there are certain journals which from long standing could be removed from the list only with the greatest difficulty.

I am, Yours sincerely,

Esq.

